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Attorney Docket No.: 16113-0768001

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## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Brian Axe et al.                      Art Unit : 3622  
Serial No. : 10/656,917                      Examiner : Alvin L. Brown  
Filed : September 5, 2003                      Conf. No. : 8377  
Title : IDENTIFYING AND/OR BLOCKING ADS SUCH AS DOCUMENT-SPECIFIC  
COMPETITIVE ADS

INTERVIEW AGENDA

Applicant thanks the examiner for granting the interview scheduled for 10:30 AM EST on September 14, 2011. During the interview, Applicant's representative would like to discuss overcoming the rejection of claim 1 by the below, proposed claim amendments.

PROPOSED CLAIM 1

1. (PROPOSED) A computer-implemented method for blocking advertisements, the method comprising:

referencing a primary advertisement within a web page;

identifying, based on referencing the primary advertisement within the web page, at least one blocking category of [[ads]] advertisements to be blocked when a first advertisement is to be presented in a first web page;

accepting at least one [[ad]] advertisement as a candidate for a secondary advertisement within the web page that features the primary advertisement, with each accepted ad advertisement being associated with at least one descriptive category, being configured to be embedded in [[the Web]] a web page of a content publisher and being provided by an advertising server;

storing the at least one accepted-~~ad~~ advertisement on the advertising server for consideration in a list of ~~secondary~~ candidates for the secondary advertisement;

identifying a document to which the at least one accepted advertisement ~~ad~~ is linked, the document representing a landing page related to the at least one-accepted advertisement ~~ad~~;

analyzing content in the document; ~~and~~

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determining, from the content in the document representing the landing page, the at least one descriptive category for the at least one accepted advertisement:

using the blocking category of [[ads]] advertisements to be blocked to develop the list of the one or more secondary candidates for the secondary advertisement for placement with the primary advertisement, the ~~secondary~~ candidates being selected from the at least one accepted [[ad]] advertisement for the secondary advertisement; and

preventing the at least one accepted selected [[ad]] advertisement from being included in the list of ~~secondary~~ candidates if at least a predetermined number of [[its]] the at least one descriptive category match any of the at least one blocking category of [[ads]] advertisements to be blocked, ~~wherein the at least one descriptive category associated with the ad is determined from the content of the document.~~

In contrast to the cited art, the proposed claim describes using contents of a landing page to determine whether an advertisement is in the blocked category. Nowhere does the cited art describe using contents of a landing page in identifying a category for an advertisement.

Additionally, the claim recites identifying a category of ads to be blocked based on a reference to an advertisement. As described in the specification "a partner could simply specify an objectionable ad ... from which category information, and therefore broad terms, could be derived." (Specification as filed, page 20, lines 810). The prior art does not teach this feature. Rather, the prior art teaches having a user specify categories to block.

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